



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: September 28, 2010

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Contract With InterVISTAS Consulting, LLC, For Air Service Development

RECOMMENDATION:

That Council authorize the Airport Director to execute, subject to approval as to form by the City Attorney, a contract with InterVISTAS Consulting, LLC, for specialized air service development support for the Santa Barbara Airport, in an amount not to exceed \$79,923.

DISCUSSION:

The Airport has contracted for specialized air service development services since 1979. Kevin Schorr, InterVISTAS Consulting, LLC, was selected after a competitive process to assist the Airport staff in maintaining and enhancing airline service and pursuing new air service opportunities.

Mr. Schorr has extensive airline experience, and most recently assisted the Airport in working with Frontier Airlines to provide Denver service which started in June. He works closely with airline corporate executives, analyzes airline route systems and passenger traffic data, and keeps pace with trends in the airline industry.

Under this contract, the following services will be provided:

- Conduct a "leakage" study that tracks and analyzes air travel patterns of local residents to determine frequency, destinations and departure airport;
- Three airline headquarter meetings with appropriate staff to discuss service improvements, fare pricing, routing, and aircraft;
- Develop and present business cases to new airlines; and
- Provide air service support and strategic advice to Airport staff as needed.

BUDGET/FINANCIAL INFORMATION:

This contract is charged on a time and materials basis. Funding for the contract was established in the Airport Department's Fiscal Year 2011 operating budget.

PREPARED BY: Hazel Johns, Assistant Airport Director

SUBMITTED BY: Karen Ramsdell, Airport Director

APPROVED BY: City Administrator's Office